



The Joy of Color



TAKING THE GUESSWORK OUT OF COLOR

● By **ROSS CRANE**
Nationally Recognized Authority
on Practical Interior Decoration

IF YOU are among the millions of home makers who are "afraid of color," this booklet was written and prepared especially for you.

When you have finished reading it and looking at the pictures you will know just how to plan a color-scheme for any room in your home.

More, you will know how to make a small room seem more spacious, to put warmth and cheerfulness into a cold, sunless room, cool off a too-sunny room and unify a lot of badly assorted furnishings. All in addition to securing beauty—the greatest beauty of all, which is color-harmony—in your home.

There are four steps (and only four) to take in working out a color scheme. The first and most important of these four steps is:

1. DECIDE ON A DOMINANT OR KEYNOTE COLOR

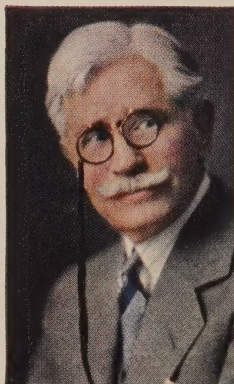
The amount of sunshine the room gets is the controlling factor in this decision. Cool colors for sunny rooms; warm colors for those that get but little sunshine. Many people know the need of a dominant color, but few realize that the walls are the most important factors in the color scheme of the room. *Get the dominant color in the walls* and your scheme is safe. They are the chief light-reflecting areas of the room. Their color—more than all the other elements in a room—set the keynote of the room. *Start your color scheme from the walls* and you can use either the warm or the cool colors—or both—in the *furnishings*, at will, no matter what the amount of sunlight.

2. DECIDE ON THE ACCOMPANYING COLORS

One thing you can always be sure of: Your dominant hue always *needs its complementary* to complete the scheme (plus other colors, of course). If your dominant hue is green, you know the scheme needs red (which may be crimson, rose, rust, mulberry, plum, tomato-red, etc.). Which, of course, makes green the complementary color needed in a red scheme.

3. USE THESE COLORS IN EVERYTHING

Walls, woodwork, floor coverings, window hangings, upholstery fabrics, pictures, lamps and small accessories—everything should have these colors.



ROSS CRANE

4. ACCENT THE SCHEME

By the use of brilliant, flashing colors (both the dominant and each complementary) in small objects, such as pottery, book-ends, pillows, lamp-bases and table runners, accent is added to the scheme.

Guiding Principle: Keep large areas, such as walls and floor coverings, in subdued tints and shades—using the more intense colors for accessories.



COOLING OFF A TOO-SUNNY LIVING ROOM

The whole story of a color scheme is dramatized here. South and west windows admit a superabundance of sunshine. So green was selected as dominant and the walls painted in a soft tint of that cool color, with woodwork a shade darker, subduing the light and producing a restful, comfortable atmosphere.

With all that amount of green in the room, it was a smart touch to have

the floor covering in the complementary color—plum—which belongs to the red family (a violet-red, to be exact).

Now observe how the biggest objects—the sofa and chairs—were utilized as a means for splashing substantial amounts of color into the picture. The sofa is deep plum—the two chairs in foreground in deep green—the wing chair in a fabric carrying both green and plum, plus considerable quantities of dull yellow and gold.

Now note how these same colors—green, mulberry, plum and gold—are repeated (in higher intensities) in the books, book-ends, pottery, lamps, pictures and pillows.



MAKING THE DINING ROOM SAY "WELCOME"

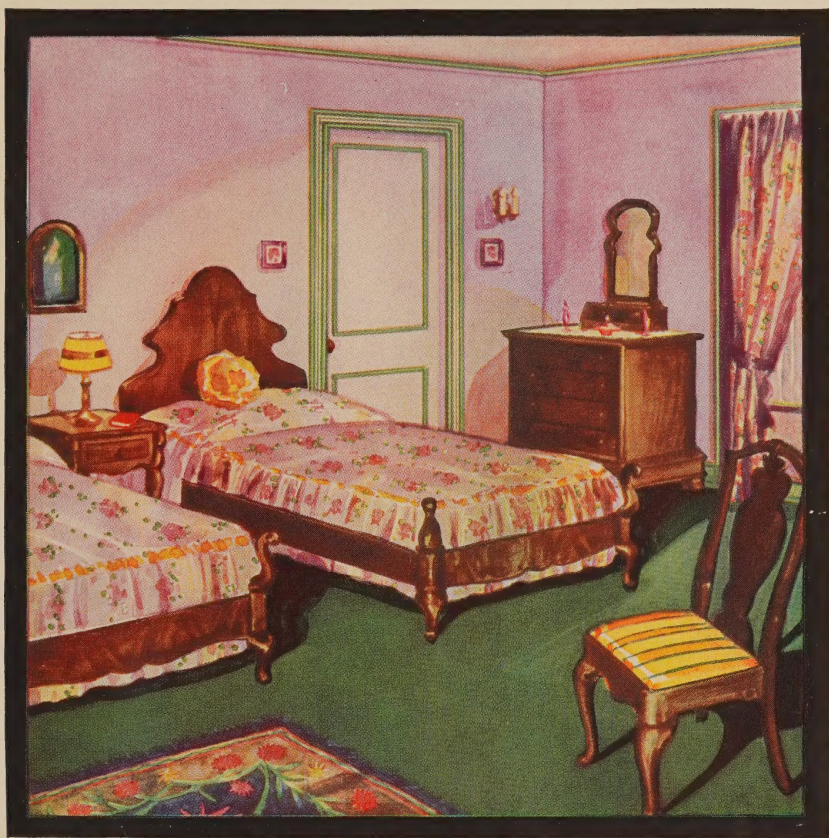
You'd hardly believe it, but once this pleasant dining room was a cold, gray, cheerless place from which the family escaped as soon as possible after eating their hurried meals. Formerly the walls were a cold gray, with blue draperies and rug, and brown seat covers.

Finally some one reasoned, "since this room faces North and gets no sunshine, why not introduce some sun-

shine by means of color. Let's put it into the walls, the chief light-reflecting areas."

So they painted the walls and woodwork a deep rich butter yellow; did over the chair seats in a flame-colored fabric, but left the blue hangings and carpet; and that erstwhile cold, cheerless place was transformed into the bright, glowing, cheerful dining room shown above—a family gathering place, where good cheer holds sway and "good digestion waits on appetite."

Once more let me call your attention to the all important fact, that *it is the wall color that counts*. Always establish the wall color as your keynote.



COLOR CHARM AND PERSONALITY IN THE BEDROOM

A clever use of color will make your bedroom the perfect background for your complexion and personality. Here is *a color scheme for a blonde*: Beginning with the walls—as always—we paint them lavender—the woodwork the same, with stripings of jade green. The carpet is jade green (contrasting with the walls), and draperies and spread in a semi-glazed chintz carrying both lavender (or orchid) and green along with accents of yellow

(the complementary of lavender) and touches of rose; lamp shades, small pillows, etc., in yellow.

And here is *a color scheme for a brunette*: With rose as the controlling color, do the walls in a stipple treatment of rose over pale gray, with rose stripings. Rug or carpet in two tones of rose. Draperies and spread in cretonne or semi-glazed chintz, patterned in rose and green, orchid, etc., on a cream ground, edged or ruffled in rose and green; or a jade or apple green taffeta, edged with ruffles in rose and green. Upholstery: One chair same as draperies. Chaise lounge or another chair in green.

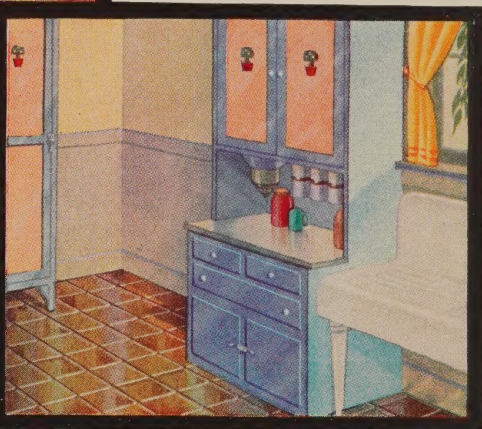


CHEERFUL SURROUNDINGS

This matter of sane color schemes goes deeper than the idea of decoration; it reaches down into the roots of family life and individual development. It makes for the enrichment of the home life. It provides a counter attraction for the many lures of our modern night life—the call of the bright lights, the dance halls, the movies and all the many distracting influences of our modern social life.

MODERN KITCHENS

The kitchen should be a smart, colorful, artistic creation, with walls and woodwork, floor coverings, even the furnishings, done in vibrant, glowing colors, making for good cheer and serenity of mind.



COLORFUL BATHROOMS

As a nation we have become "color-minded." White bathrooms and kitchens are as passe as hoop-skirts. The modern bathroom like the modern kitchen—has become a "show place." We invite our friends to see our new lavender and peach bathroom. Or mayhap it may be a green and gold and orchid affair, or a smart black and gold scheme. We are as proud of our bathrooms as of our living rooms, which is as it should be.





THE INVITING EXTERIOR

One can—and too often one does—neglect the interior appointments of his house, and hopes to get by. (Although the hope is rarely well founded.) But he cannot hope to escape the implications of a shabby, neglected or badly decorated exterior. Your house expresses you as nothing else you own.

There is no discounting the influence—on neighbors and friends—of an inviting exterior, one whose color harmony bespeaks good taste and a regard for community welfare, as well.

For generally speaking, a better effect is secured by carrying out a certain unity in the decoration of houses in a block or community than by a diversity of color schemes.

We are fully aware of the importance of “putting up a good front” and even manifest that awareness in our choice of automobiles and personal apparel and other personal possessions. No wise home owner will neglect the appearance of the house he dwells in, which, after all, “fronts” the world twenty-four hours out of every day.

(Complete color specifications for illustrations on cover and pages 3, 4, 5, 6 and 7 will be found on page 29.)

CLOTHE YOUR HOME ANEW . . .



(LEFT)

Roof, Preservative Shingle Stain
B-41 Sienna Brown
Body, SWP Colonial Yellow 375
Trim and Sash, SWP White
Shutters, SWP Willow Green 461

(BELOW)

Roof, Preservative Shingle Stain
Medium Green, C-74
Body, Preservative Shingle Stain
Nut Brown, B-47; or SWP 499
Antique Brown
Trim and Sash, SWP Canary Yellow
387

The worthwhile pleasures of home ownership are, fortunately, well distributed. It isn't given to so very many folks to build the new home of their dreams, or even the thrill of buying a new home more than once or twice in a lifetime. But every owner of a home, be it ever so unpretentious, can make and can keep it beautiful and attractive with a well chosen color scheme.

To see a home with its gardens and surroundings grow and develop through your own efforts and planning is one of the gratifications the other fellow misses when he buys a show place already finished. Every home owner is looking ahead. And if he is provident he never neglects necessary repairs—while they are small. Good Paint is his tried and trusted friend.

Statistics tell us that unpainted



homes depreciate at the rate of 7% a year, whereas, a home that is well painted will depreciate at the rate of only 2% a year. This saving of 5% really makes good paint and good painting cost the homeowner nothing. In other words, the man who neglects to paint, really loses the cost of what the painting would be because his home has depreciated in actual value

ENJOY NEW LIVING PLEASURES

(RIGHT)

Roof, Preservative Shingle Stain
C-72, Dark Green
Body, SWP 360, Cream Gray
Trim and Sash, SWP Ivory, 496
Shutters, SWP 355, Sage Green



(BELOW)

Roof, Preservative Shingle Stain
C-76, Indian Red
Body and Trim, SWP 387, Canary
Yellow
Shutters, Verdas Green



a real paint job? You've heard of Paint Headquarters very probably and have always felt that when the time came you would prefer to deal with a reputable firm like Sherwin-Williams because they have done business on a strictly quality basis for more than sixty years. So you would appreciate knowing what Sherwin-Williams recommend as a real paint job.

SWP, Sherwin-Williams House Paint, is a product that has been made on a high quality standard for over 60 years.

to that extent. If you are interested in checking this fact, ask your banker how his appraisers estimate the value of a house. So why not have a real paint job and still be money ahead?

But the fact that you have read our message to this point assures us that you are really in agreement with the sound suggestions brought to your attention. What is it that constitutes

The pure raw linseed oil that goes into SWP is crushed, purified and aged in Sherwin-Williams mills. The pigments are likewise made, right from the crude ores so that their quality can be controlled.

The colors are so clean and so true because they come from S-W Color Works and their dependability is assured.

YOUR HOME DESERVES THE BEST

Now then, we are proud of the many honest, reputable painters throughout the country who use S-W Products. Many of these painters are men who, in years gone by, felt that they could give their customers better paint jobs by purchasing their white lead and their linseed oil from Sherwin-Williams and mixing their own paints right on the job to fit the exact requirements. Sherwin-Williams still make and sell pure white lead and oil.

But painters now tell us that they can produce whiter, more attractive and more durable paint jobs with SWP, Sherwin - Williams House Paint, which comes in closed packages ready to use and to be thinned with linseed oil and turpentine as your painter decides is required for your particular house.

Don't you find the color suggestions in these pages interesting? We hope that one of these homey dwellings brings you a happy solution to your painting problem.

It may be, however, that there is some particular feature that doesn't seem clear to you. So why not bring that problem to Sherwin-Williams Paint Headquarters? The most vexing painting problem often hinges upon some simple explanation that a man with paint knowledge can give you. At Paint Headquarters, too, is the large Decorative Suggestion Book which is literally crammed with color schemes which you can study over. That, in itself, is a pleasure because the Joy of Color is a very real thing when it is your own home that is under discussion.



(ABOVE)

Roof, Preservative Shingle Stain B-46, Thatch Brown

Upper Body, Preservative Shingle Stain Silver Gray, C-82; or SWP Silver Gray No. 357

Lower Body, SWP Outside Gloss White

Trim and Sash, SWP White

Shutters, SWP No. 498, Moss Green

(LEFT)

Roof, Preservative Shingle Stain B-47, Nut Brown

Body, Trim and Sash, SWP Ivory, No. 496

Shutters, SWP Modern Brown No. 388



FRESHEN UP THE PORCH FLOOR

SUMMER DAYS ARE OUT-ON-THE-PORCH DAYS

Can you keep your porch floor clean enough to be safe for the kiddies' "clean clothes"? You might, if it weren't for the street dust—but there's the problem. Every breeze brings some up. And as the kiddies scuffle about and the postman, the delivery boys, the family and your friends skip up the steps and over the floor their feet grind these gritty particles into the finish. Then it rains, the sun comes out, and you know that Summer's sun makes those boards so hot that

they burn the children's bare feet.

The result of all this is that even the best porch gradually becomes harder and harder to keep clean and attractive—and how the dirt tracks into the house from the porch, when the paint gets worn off. Cement floors are even worse offenders; unless painted, they are dusty all the time.

It is a great satisfaction to make the porch new again with Sherwin-Williams Porch & Deck Paint. Most people believe it best to make this part of their regular house cleaning. One coat does the job beautifully that way because the porch never gets in bad condition. Naturally a porch is more cosy when one feels free to bring out a rug or two, some colorful cushions and a favorite chair. You can safely do this on a porch that is cleanly painted with S-W Porch and Deck Paint. Use S-W Porch & Deck Paint for wood and concrete floors; for canvas decks on the upstairs porch and for the deck on that pleasure boat, too. It produces a handsome enamel finish that is hard, tough and able to resist much hard usage.



Porch and Deck Paint
Neutral Brown, No. 45

Porch and Deck Paint
Gray Stone, No. 48



COLORS ARE LIKE FRIENDS . . .



The good things for the home are not all expensive, by any means. Refuse to be satisfied with decorating that is common because hand decorated walls in Sherwin-Williams Flat-Tone have been so carefully planned that it is a worth-while economy to use them even where the budget is limited. And at the same time leading decorators prefer S-W Flat-Tone because with it they can produce the effects needed for their work in costly homes.

Beautiful walls are not limited to any particular style or texture. Let two or more capable decorators finish the walls of your living room in harmony with your rugs, furniture and drapes and it is quite certain that there would be as many different kinds, colors and textures used in the wall finish. Every one would undoubtedly be pleasing and attractive. But it is equally probable that you would find greater pleasure with one of the color schemes than

edly be pleasing and attractive. But it is equally probable that you would find greater pleasure with one of the color schemes than



(ABOVE)

Ceiling, Flat-Tone Ivory

Walls, Flat-Tone Ivory, glazed with Flat-Tone Glazing Liquid tinted with First Quality Oil Color Vandyke Brown

Woodwork, S-W Handcraft Stain Nut Brown (reduced 100%) and Scar-not Varnish

Floors, Oil Stain Dark Oak, and Mar-not Varnish

(LEFT)

Ceiling, Flat-Tone Ivory
Wall, Flat-Tone Ivory, blended with Flat-Tone Glazing Liquid tinted with First Quality Oil Color Vandyke Brown on lower wall, into Flat-Tone Glazing Liquid tinted with First Quality Oil Color Deep Olive on upper wall

Woodwork, S-W Handcraft Stain Weathered and Scar-not Varnish Floors, Natural Finish with Mar-not Varnish

WELL CHOSEN THEY GIVE YOU THE GREATEST OF ENJOYMENT

with any of the others. And so that is what we should like to help you do in this little booklet—show you a number of ways to finish homey rooms with S-W Flat-Tone and then let you do the selecting.

Flat-Tone is a washable flat wall paint. It is designed to be used on interior walls, which may be smooth plaster or which may have any of the interesting textures of sand finish, antique effects, canvas or wall board. Brush it on simply in any of the soft velvety tints and it will stay beautiful for years because

it can be kept fresh and sanitary by washing with soap and water.

Very often the colors of Flat-Tone are used for a background over which are printed patterns and textures of endless variety.

Sponge stippling of a Flat-Tone color over such a Flat-Tone background produces a soft lacy texture that is not only out of the ordinary but has the unusual feature of giving depth to the finish and also of making

uneven or patched places in an old wall almost unnoticeable.

(ABOVE)

Ceiling, Flat-Tone Ivory
Wall, Flat-Tone Caen Stone
glazed and blended with
Flat-Tone Glazing Liquid
tinted with First Quality
Oil Color Deep Olive
Woodwork, S-W Handcraft
Stain Adam Brown and
Scar-not Varnish
Floors Natural Finish with
Mar-not Varnish



(BELOW)

Ceiling, Flat-Tone Cream
Wall, Flat-Tone Caen Stone
glazed with Flat-Tone Glazing
Liquid tinted with First
Quality Oil Colors Black,
Burnt Sienna and Paris
Green
Woodwork, Oil Stain Walnut
and Scar-not Varnish
Floors, Natural Finish with
Mar-not Varnish



FLOORS CAN BE FRIENDLY



SPARKLING BEAUTY UNDERFOOT IN BEDROOM OR BASEMENT

There's no doubt about it, folks do like enamelled Floors. And it is quite interesting to observe what this appeal is:

It is natural for a woman to like a floor finished in S-W Floor Enamel because it satisfies her desire for a spick-and-span strictly sanitary finish. She knows it is safe for the children to play on it, for one thing, and it is so easy to "tone" a room when the floor color can be made so pleasing.

A man finds S-W Floor Enamel to his liking because he can make "his department" so clubby and cozy by painting the "cold cement" floor with it. And, what is still better, it saves him

many an argument about tracking up the dirt from the furnace room!

A floor doesn't have to wait until it is old and badly worn as we used to think, new floors are so agreeable in these enamel colors and they fit into the newer decorative schemes so well that we paint them for this reason alone. S-W Floor Enamel colors show those dainty bedroom rugs off to such advantage that we can't resist the

temptation to say "they are kind" to your hooked, braided and boudoir rugs. S-W Floor Enamel is RAPID DRYING for your convenience. Rooms done in Floor Enamel can go back into service without any long delay.



(ABOVE)
Ceiling, Flat-Tone Ivory
Wall, Flat-Tone Pale Green
Floor, Floor Enamel Walnut
Brown No. 480
Woodwork, Enameloid Lettuce

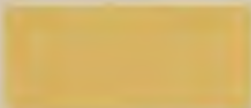
(LEFT)
Wall, Semi-Lustre Pale Green
and White, mixed in equal
parts
Floor, Floor Enamel Tile Red
No. 454 and Gray No. 487

SWP HOUSE PAINT

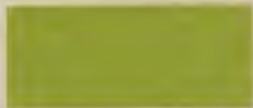
Looks Better — Wears Longer



479 PEARL GRAY



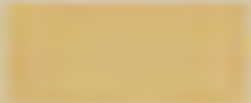
462 CREAM



460 APPLE GREEN



464 SKY BLUE



496 IVORY



470 GOLDEN YELLOW



360 CREAM GRAY



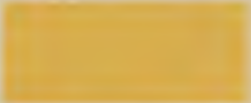
387 CANARY YELLOW



499 ANTIQUE BROWN



357 SILVER GRAY



375 COLONIAL YELLOW



461 WILLOW GREEN



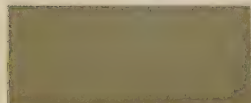
353 LIGHT LEAD



486 GOLDEN BROWN



484 BOTTLE GREEN



363 SLATE



367 RED



362 FR. CROWN GREEN MED.

S-W BRIGHT TRIM COLORS



VERDAS GREEN



SPANISH ORANGE



SPANISH BLUE

S-W PORCH and DECK PAINT

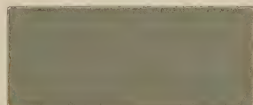
Made to Walk On



GRAY STONE, NO. 48



NEUTRAL BROWN, NO. 45

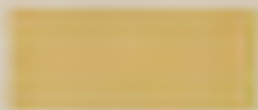


DARK GRAY, NO. 69

(For Complete Color Cards • 15 • See Paint Headquarters)

S-W STUCCO AND CONCRETE PAINT

Waterproofs and Beautifies



CREAM



CORAL TINT



SEA GREEN



GRAY



CANARY YELLOW



TERRA COTTA

PRESERVATIVE SHINGLE STAINS

Makes Colorful Homes



C-74 MEDIUM GREEN



C-76 INDIAN RED



B-46 THATCH BROWN

S-W AUTO ENAMEL

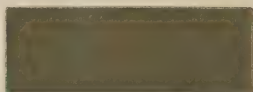
For All Outside Enameled Surfaces



SPORT RED



KILLARNEY GREEN



STORM GRAY

ROGERS BRUSHING LACQUER

Dries While You Wait



FRENCH GRAY



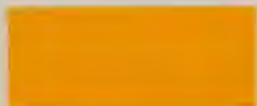
IVORY



LETTUCE GREEN



JADE GREEN



INDIAN YELLOW



CHINESE RED



RICH BLUE



ORANGE



CINNAMON BROWN

S-W SEMI-LUSTRE

A Satin Finish for Interior Use



CREAM GRAY



BRIGHT SAGE



TAUPE (NEW)



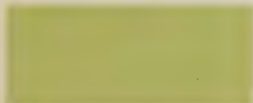
ORCHID



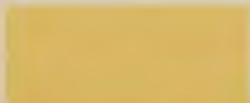
IVORY WHITE



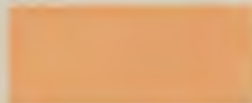
SILVER GRAY



PALE GREEN



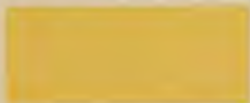
CREAM



LIGHT PINK



POUDRE BLUE



CANARY YELLOW



BUFF

S-W FLAT-TONE

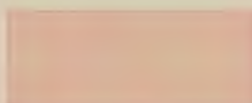
A Washable Flat Wall Paint



CAEN STONE



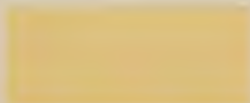
IVORY



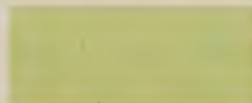
ORCHID



CREAM GRAY



CREAM



PALE GREEN



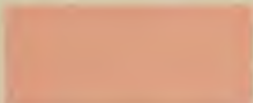
SILVER GRAY



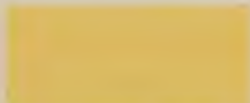
IVORY TAN



SKY BLUE



SHELL PINK



CANARY YELLOW



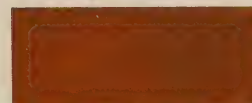
FOREST GREEN



OLIVE TAN



BUFF



COCOANUT BROWN

S-W ENAMELOID

The Decorative Enamel. Rapid Drying



LAVENDER



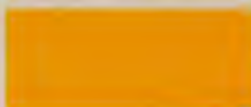
OLD IVORY



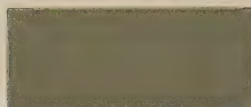
LETTUCE GREEN



FRENCH GRAY



YELLOW



MEDIUM GRAY



ROSE



ORANGE



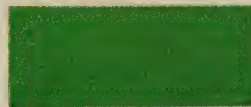
SKY BLUE



JADE



CHINESE RED



KILLARNEY GREEN



BLUE



CARMINE



MAROON

S-W FLO-LAC RAPID DRYING

Stains and Varnishes in One Operation



WALNUT



LIGHT OAK



DARK MAHOGANY

S-W FLOOR ENAMEL

Rapid Drying for Wood and Concrete



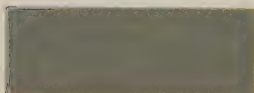
GRAY, NO. 487



LIGHT OAK, NO. 449



GRAY STONE, NO. 356



SLATE, NO. 468

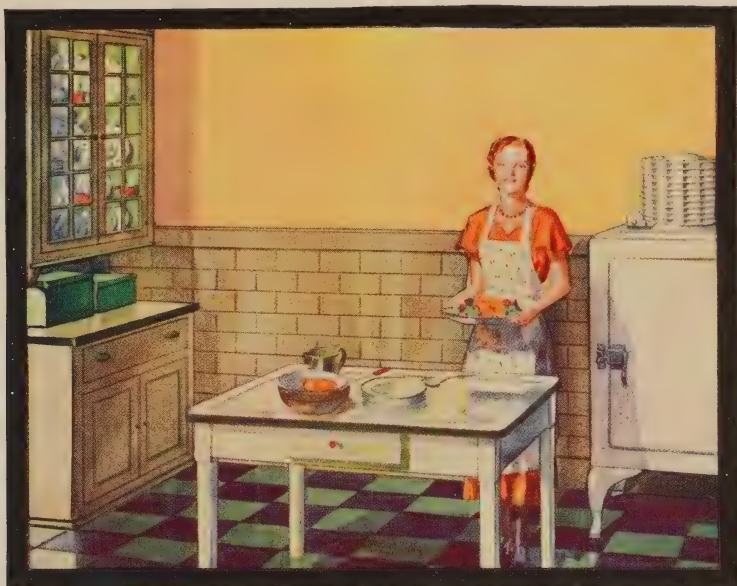


DUST COLOR, NO. 469



OAK, NO. 384

A ROOM IS LIKE A STAGE



ITS WALLS THE COLORFUL SCENERY

The kitchen may be "behind the scenes" to the average man but it is very much "up stage" to the little lady who spends so many busy hours in it. No man should expect a woman to be happy in a kitchen she can't keep clean.

That's why Sherwin-Williams developed Semi-Lustre for the walls. It is made in the dainty colors a woman would select for the walls of her kitchen, bathroom and laundry room. Semi-

(ABOVE) •
Ceiling and Wall, Semi-Lustre
Canary Yellow

Woodwork and lower wall,
Enameloid Moleskin Gray,
made by tinting Enameloid
French Gray with Enameloid
Orange

Inside of cupboards, Enameloid
Lettuce Green

Lustre dries with a soft, pleasing sheen that is quite appropriate for these rooms. The finish is extremely hard and tight, too, so that the steamy vapors of cooking do not penetrate. Dirt washes off easily because it lies entirely on the surface. That is why we can have such

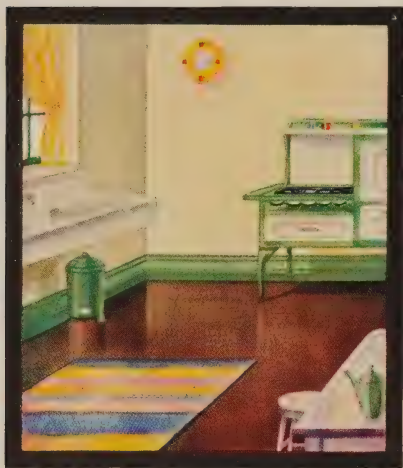
attractive, soft colors. Wouldn't you like to have the finish on your kitchen walls that is specified for hospitals, schools and public buildings where walls must be correct? Many people are using Semi-Lustre on woodwork and furniture, as well.

(LEFT) •

Ceiling and upper wall, Semi-Lustre Bright Sage and White, mixed in equal parts
Lower wall and woodwork,
Enameloid Old Ivory



BRIGHT, HAPPY COLORS CHASE



(ABOVE)

Ceiling and walls, Semi-Lustre Ivory White
Woodwork, Enameloid Lettuce Green
Floor, Floor Enamel Mahogany No. 378

(LEFT)

Ceiling and upper wall, Semi-Lustre Cream
Lower wall, Semi-Lustre Pale Green
Woodwork, Enameloid Old Ivory

(RIGHT)

Ceiling, Flat-Tone Cream
Wall, Flat-Tone Ivory glazed with First Quality Oil Color
Orange Lake

Furniture and woodwork, Enameloid Blue mixed with two parts of Enameloid Lavender (Light Delft Blue)

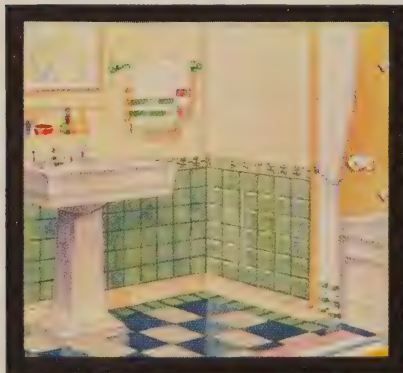
Trim on furniture, Enameloid Orange and White, mixed in equal parts

Floor, Floor Enamel Mahogany No. 378

Folks are just beginning to learn how much pleasure can be had through the re-decorating of their own furniture and woodwork. Color schemes become possible that were not available when the home was built and no furniture store is able to provide the choice of individual colors that you can obtain through Paint Headquarters. Like your first venture into any new undertaking the decorating of a breakfastroom set may seem to call for a lot of courage. But there's a thrill in it and a satisfaction you'll always enjoy.

There is no handier way known to science to produce exquisite color schemes on furniture and woodwork than with Sherwin-Williams Enameloid. These enamel colors spread so sweetly under a Sherwin-Williams Brush that even your first decorated pieces are truly satisfying. And by the time you are fairly started you are willing to compare your work with the best of them! Enameloid is Rapid Drying for your convenience so that woodwork and furniture can go back into use again quickly.

What can you do with Enameloid? Many things! Take an assortment of odd chairs, for example. They don't match. They are different colors—



THE DAY'S CARES AWAY.....

some painted, some varnished. Let's finish them all in Enameloid Ivory for a starter. Our chairs begin to appear related. Next, suppose we finish the seats and uprights in Enameloid Lettuce Green. The chairs are now decidedly of a family. As a final touch an accent color of Enameloid Lavender, Apricot or Black and the chairs have absolutely become a set. Magical! Enameloid will do it in any home.

You haven't fully known the Joy of Color until you have completed the kitchen woodwork in Enameloid. Surely the suggestions illustrated on this page will make any housewife want to possess equally attractive color harmonies worked out in her own favorite colors. Sherwin-Williams Paint Headquarters can furnish all the colors needed to put any of these color schemes into your home. We can also help you with any modifications of these suggestions.

Enameloid is a Rapid Drying Enamel of the finest imaginable texture—"smooth" doesn't adequately describe it. It dries rapidly to a full rich gloss with a hard, porcelain-like finish. The dainty, attractive color scheme you produce in Enameloid will stand plenty of everyday use and you can clean it as often as you like.



(ABOVE)

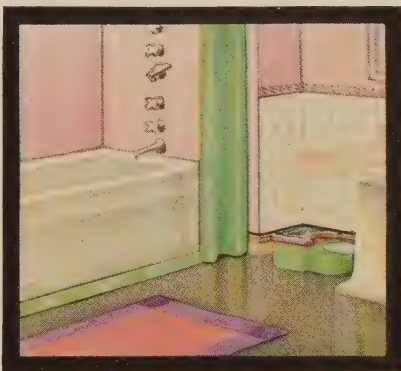
Ceiling and wall, Semi-Lustre Poudre Blue
 Woodwork, Enameloid Sky Blue
 Door Panels, Enameloid Old Ivory tinted to Canary Yellow
 with Enameloid Yellow
 Floor, Floor Enamel Tile Red No. 454 with border of Floor
 Enamel Mahogany No. 378

(LEFT)

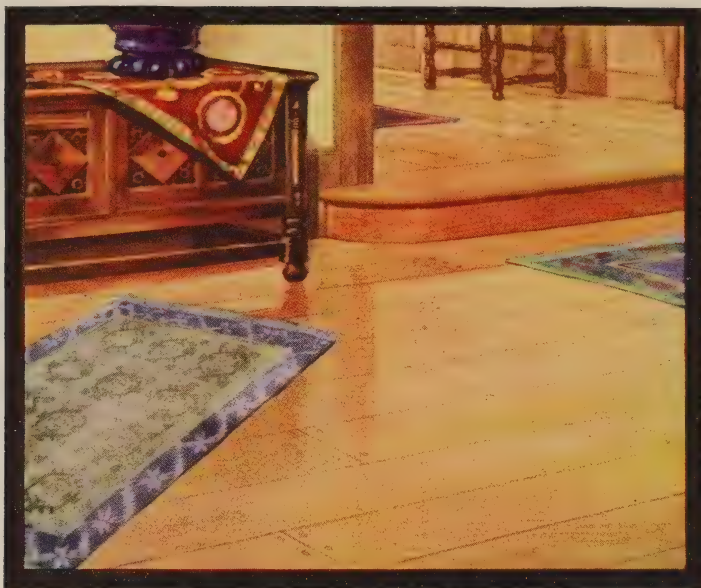
Ceiling and Wall, Flat-Tone Canary Yellow
 Furniture and woodwork, Enameloid Old Ivory, tinted with
 Enameloid Orange, trimmed with Lavender Enameloid

(RIGHT)

Ceiling and wall, Semi-Lustre Orchid
 Woodwork and Lower Wall, Enameloid White
 Floor, Floor Enamel Gray Stone No. 356



WOOD HAS A NATURAL BEAUTY



ENHANCE IT BY THE PROPER FINISHES

"Your Floors are beautiful." This genuine compliment is one that is much appreciated by any conscientious housewife. Floors seem to present a problem in most homes and any woman is happy when her floors look rich and attractive. You know, a fine lustrous floor finish adds immensely to the beauty of rugs and furniture, too. In fact, decorators say that a well finished floor is the foundation of any well decorated room.

"Only God can make a tree." And no matter what its species the wood made from that tree has its own peculiar beauty. Floors are usually made of one of these three woods: oak, maple or pine. The oak may be straight grain or quarter-sawed and the pine may be prominently figured or edge grain cut. In any case the wood is so much more attractive and the floors are so much easier to keep

clean and in good condition when properly finished that it pays to come to Paint Headquarters for the benefit of our experience and information.

The only way to truly enjoy a beautiful floor is to feel perfectly free to use it. There's no fun in it when you have to "stand guard" lest the children's scuffling ruin the finish. You can really take down the "keep off" signs after you've done the floors over with Sherwin-Williams Mar-not Fast-Dri Varnish. Your floors will show the improvement immediately.

While dancing can hardly be considered as beneficial to any floor finish we know Mar-not Fast-Dri Varnish withstands such punishment better than any finish we can suggest. Its toughness resists the ugly scratching common to brittle finishes and cheap varnishes, which follow in the trail of the kiddies' toys or when you move the piano and heavy furniture about.

IF CAREFULLY PROTECTED CAN BE ENJOYED FOREVER

Sometimes it is a real temptation to save a dollar or two when buying varnish for floors or woodwork and it is difficult for the inexperienced person to discover the shortcomings of the lower priced varnish. So, when buying varnish for any purpose it is always economy in the long run to choose the best finish your dealer offers for the purpose.

What are the outstanding points of superiority in S-W Mar-not Fast-Dri Varnish?

1. It dries with a handsome rich film so desirable for floors and woodwork.
2. Its unusual hardness and toughness keep the floor looking well as long as the thinnest film of varnish remains on the wood.
3. Water can never harm your Mar-not Floor. It does not discolor or soften under either hot or cold water.
4. Rapid drying makes it possible for you to use Mar-not on many surfaces where the old-fashioned slower drying varnishes would be entirely impracticable.

Use S-W Scar-not Varnish for your woodwork, table and chairs. It does not get sticky or "print" under warm dishes of food on the dining room table. A chair finished with Scar-not does not stick to the clothes in warm, muggy weather.

When a dull-rubbed effect is desired on woodwork or furniture use S-W Velvet Finish Var-

nish as the finishing coat over Mar-not, or Scar-not Varnish.

REXPAR VARNISH FOR SURFACES EXPOSED TO THE WEATHER

Around the home window sills and sash get shabby quickest. And pretty curtains or drapes seem to only make a shabby window still more undesirable. S-W Rexpar Varnish was first designed for boats, canoes and similar outdoor uses. It does heroic service about the home. Rexpar is the King of Spar Varnishes and should be used on outside doors, porch ceiling and the other surfaces mentioned, where sun and weather reach the varnish.



(RIGHT)

Body, SWP Cream Gray No. 360

Trim, SWP Outside Gloss White

Shutters, SWP French Crown Green
Medium No. 362

Door, Oil Stain Walnut and Rexpar
Varnish

WHEN COLOR CALLS . . . OBEY

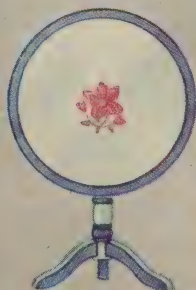
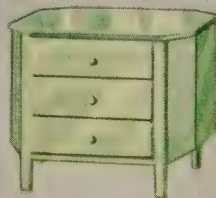
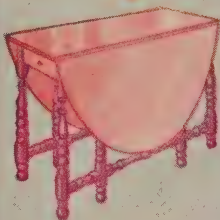
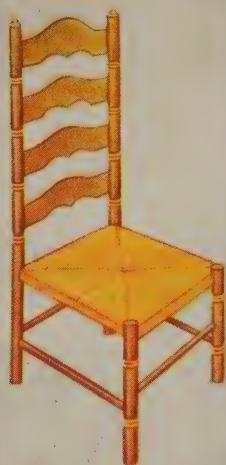
RBL BRUSHING LACQUER . . .

The formulation of RBL Brushing Lacquer disclosed a host of new uses for color that folks never dreamed of. RBL, you know, "Dries While You Wait." And boys and girls all over the country were quick to discover things to lacquer, because it was fun, things which seemed to have been waiting for this very finish.

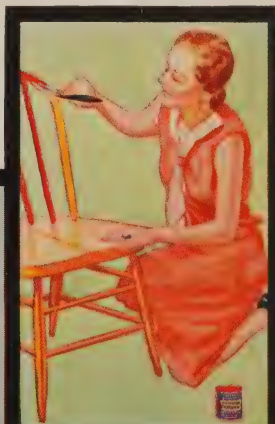
Girls used RBL to lacquer party slippers, overnight bags, kitchen utensils, book covers, bedroom furniture and all sorts and descriptions of knick-knacks. They were delighted with its amazing fast drying and especially its astonishing ease of brushing. They even dipped small articles right into RBL and hung them up to dry—articles like vanity cases, clothes clasps, beads, fancy bottles, etc.

But the boys in their manual training work took RBL to heart. They lacquered their book racks, model boats and airplanes, their sleds, express wagons and coasters and younger brothers' toys. They undoubtedly showed their parents color effects that brought back memories of what they might have done years ago with the same opportunity.

But the opportunity for Mother and Dad is right here, today. RBL provides both a com-



RBL Chinese Red



THE URGE WITH BRUSH AND CAN

EASY TO APPLY—QUICK TO DRY

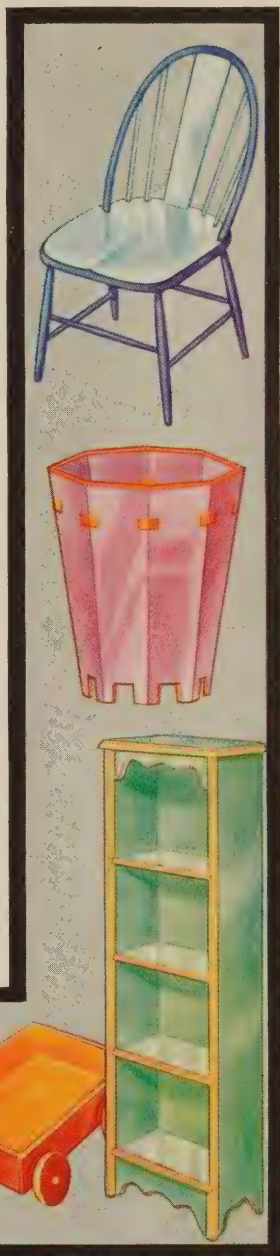
plete line of colors and clear finishes. Its unparalleled speed of drying enables you to keep much-used stairs and hallways as well finished as the rest of the home. No fuss or preparation is needed and the new finish is dry and ready to use in an hour.

ROGERS BRUSHING LACQUER FOR LINOLEUM

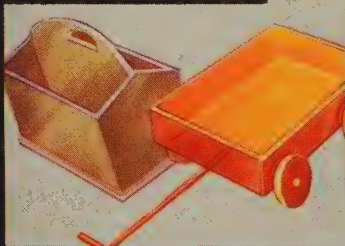
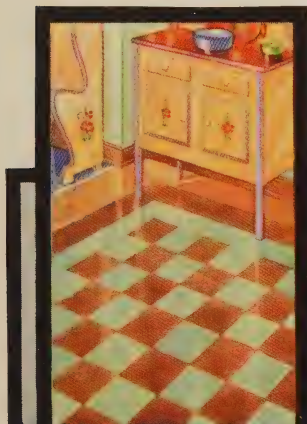
RBL for Linoleum brightens up the colors and restores the attractiveness of linoleum. But more important, still, it makes linoleum easy to clean. It makes scrubbing unnecessary. It brushes so easily anyone can apply it—and "IT DRIES WHILE YOU WAIT."

Keep your Linoleum floors attractive with RBL.

The great big outstanding thing that has made Rogers so popular is that there is no sticky surface to catch the dirt or to cause mischief. "It Dries While You Wait." Your bathroom or kitchen floors do not have to be out of commission waiting for the finish to dry. You can finish things easily and conveniently with Rogers which would otherwise have to go unfinished.



RBL Linoleum
Lacquer Clear



A ROOM THAT DARES TO BE ... DISTINCTIVE ...



(ABOVE)

Ceiling, Flat-Tone Ivory

Wall, Flat-Tone Caen Stone

Woodwork, Old Dutch Enamel Ivory White

Floors, Oil Stain Dark Oak and Mar-not Varnish

One would hardly dare to build the entire scheme of a room around a superb panelled treatment like this unless he were certain of obtaining a suitable enamel. But it is on just such a dignified handling that Sherwin-Williams Old Dutch Enamel is superlatively satisfactory.

Old Dutch Enamel is a lifetime finish—properly applied it will actually last a lifetime. We make no other enamel which can match its depth of tone and fineness of texture. This is a professional finish of the highest order. Make up your mind to treat yourself to the best and have your painter do over just one room, as a starter, to prove to yourself how truly beautiful a room

can be when the woodwork is done in Old Dutch. This longtime service actually makes Old Dutch the most economical finish you can employ—on a dollars and cents basis.

AS GOOD AS NEW WITH A COAT OF PAINT OR TWO

It is smart to be thrifty. If your car needs only a new finish why not set the pace for friends whose cars are likewise ready for sprucing up? You'll enjoy using Sherwin-Williams Auto Enamel because it is made expressly for the man who wants to refinish his own car. It is made to cover solidly in one coat where the surface is reasonably good. It spreads easily and, with ordinary good care to keep the surface clean, it will give you a real professional looking job. Auto Enamel is rapid drying, of course. Use it on many other surfaces that are exposed to the weather. It is a handy finish around the home.



S-W Auto Enamel—an S-W Quality Brush
plus an afternoon's fun

MANY ODD JOBS...WELL DONE

MAKE A WELL GROOMED HOME

Radiators need not look ugly. Painted, glazed or stippled to match the wall color with Flat-Tone, Semi-Lustre or Enameloid radiators are a part of the decoration. S-W Aluminum or S-W Gold Paint are old favorites. A mixture of the two gives the new shade of Sun Tan in bronze.

PREPARE FOR FLY TIME

Rusty screens soon mean *no screens*—Black or Green S-W Screen Enamel used once a season keeps screens looking tip top indefinitely. Does not clog the mesh.

A CLEAN POLISH ... NOT GUMMY

S-W Polish-Ol cleans, as well as polishes. The surface, whether it is your furniture or auto, comes clean, lustrous and *not* sticky or greasy, when you use Polish-Ol.

A BEAUTIFUL WAX FINISH

S-W Prepared Wax wins your instant approval because it spreads without effort, polishes freely and dries with a hard finish. Use it for furniture, woodwork, floors and the automobile. Gives a rich lustrous finish.



Make your screens like new with
S-W Screen Enamel

A SAFE PAINT AND VARNISH REMOVER

S-W Taxite softens old finishes of paint, varnish, lacquer or enamel immediately. Does not harm finest woods or veneers. It is easy to refinish furniture when the old finish comes off so easily with Taxite. Handy for cleaning paint off windows and mirrors, also.



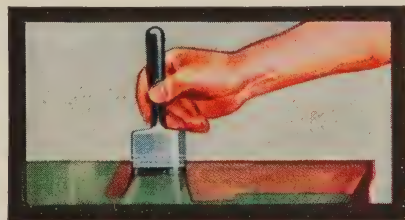
BASEMENT WALLS

Where walls are subject to dampness a bright tint of S-W Decotint Cold Water Paint will make a cheery basement. Good, dry walls are more economically done in S-W Semi-Lustre because

they can be washed.

BANISH RUSTY PIPES, ETC.

Use S-W Ebonol Black coal tar paint for a number of "difficult" surfaces: the ash or rubbish cans, the garbage can (inside and out) soil pipes, basement windows. Make the furnace, hot plate, plumbing, wash tubs, etc., bright with S-W Aluminum Paint or S-W Enameloid in White or colors.



You get better finishes with
S-W Quality Brushes



WELL PAINTED BARNS . . . INDICATE PROGRESSIVE FARMS . . .

Farm life is not all spent in the fields. Some of your most profitable hours are spent in painting, repairing and general "fixing up." Tumbledown sheds may be in demand for artists' sketching classes but they don't put money into your bank account.

Leaky roofs not only rot out beams but result in spoilage of anything stored in the building. Ordinarily a composition roof in fair condition can be completely renewed with S-W Ebonol coal tar paint.

The porous material is sealed and no longer absorbs water. Where this is not sufficient, however, S-W Liquid Roof Cement works wonders with badly worn roofs. Ebonol gives an excellent glossy black finish for either wood or metal tanks both above and below ground. It waterproofs concrete foundations, is recommended for inside silos, for piping, etc.

S-W Wagon and Implement Paint is a tried and accepted finish on many farms. Covers solid in one coat and dries dust free in 24 hours.

A brush coat of Liquid Roof Cement with its long fibre asbestos literally gives you a one-piece seamless roof over metal or composition, excepting wood shingles which are better painted with S-W Commonwealth Paint.

S-W Elastic Roof Cement is applied with a trowel for repairing gutters, flashing and holes.

S-W Commonwealth Paint—Barn Red, Gray and other colors is good value in an all around economy Paint. Commonwealth Barn Red is famous all over the country.

S-W Roof and Bridge Paint, in dark colors is another old dependable standby.

Sherwin-Williams have the right paint, roof cement, insecticide, dip and disinfectant for every farm and orchardist requirement.

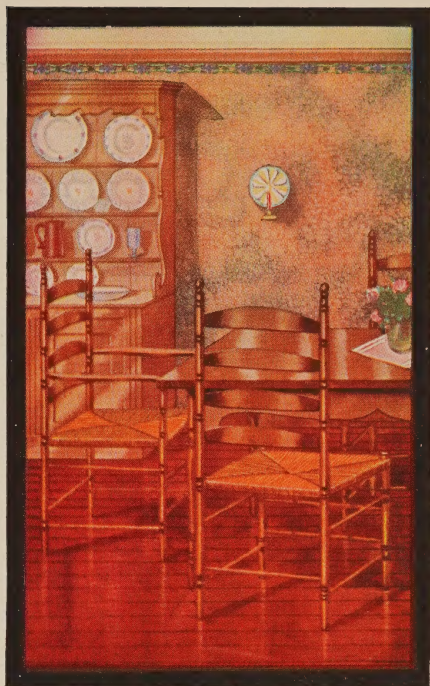


FLOORS FURNITURE WALLS AND WOODWORK

ALL BEAUTIFULLY
FINISHED
IN S-W PRODUCTS

What first draws your interest when you enter a tastefully decorated room such as this? Friendliness emanates from the soft tones of Flat-Tone walls glazed in S-W Textured Tiffany effects. The two-toned glaze, using Black and Burnt Sienna, can be made deeper and richer than shown in our illustration by tinting the Glazing Liquid deeper in tone, or the effect can be made as dainty in tint as desired by adding less color to the Glazing Liquid.

Likewise the tone of the wall can be made warmer by spreading the Burnt Sienna glaze over a greater portion of the surface and the effect can be made as "cool" or gray as desired by allowing the black glaze to predominate.



(ABOVE)

Ceiling, Flat-Tone Ivory

Wall, Flat-Tone Caen Stone, glazed with Flat-Tone Glazing Liquid in two colors—First Quality Oil Colors, Burnt Sienna and Black

Stencil No. 7054, applied with First Quality Oil Colors

Furniture, Flo-Lac Walnut

Floors, Flo-Lac Dark Mahogany

SPECIFICATIONS

(FRONT COVER)

Roof, Preservative Shingle Stain C-76, Indian Red
Body, Trim and Sash, SWP Ivory No. 496
Shutters, SWP 460, Apple Green

(PAGE 3)

Ceiling, Flat-Tone Ivory
Walls, Flat-Tone Pale Green
Woodwork, Old Dutch Enamel Ivory White

(PAGE 4)

Ceiling, Flat-Tone Ivory
Walls, Flat-Tone Canary Yellow tinted darker with First Quality Oil Color Chrome Yellow Light
Woodwork, Semi-Lustre Canary Yellow tinted with First Quality Oil Color Chrome Yellow Light, to match wall color
Floor, Oil Stain Walnut and Mar-not Varnish

(PAGE 5)

Ceiling, Flat-Tone Caen Stone
Walls, Flat-Tone Orchid
Woodwork Enameloid Lettuce Green and White mixed equal parts. Door, Enameloid White tinted with Enameloid Lavender to match wall color

(PAGE 6—TOP)

Ceiling, Flat-Tone Ivory

Walls, Flat-Tone Multi-color Effect, requiring Flat-Tone Ivory Tan foundation color, stippled with a sponge in two colors—Flat-Tone Cream, and one part of Flat-Tone Sky Blue mixed with four parts of Flat-Tone White

Woodwork, Enameloid Old Ivory tinted with Enameloid Orange

Furniture, Enameloid White tinted to Canary with Enameloid Yellow, trimmed with Enameloid Jade

(PAGE 6—CENTER)

Ceiling and upper wall, Semi-Lustre Cream
Lower Wall and Wood Trim, Semi-Lustre Silver Gray
Cabinets, Enameloid (Robins Egg) three parts White, one part Sky Blue
Door Panels, Enameloid Peach

(PAGE 6—BOTTOM)

Ceiling and wall, Flat-Tone Pale Green and Sky Blue mixed in equal parts
Woodwork, Oil Stain Walnut and Scar-not Varnish
Floor, Oil Stain Walnut and Mar-not Varnish

(PAGE 7)

Body SWP White
Window Sash, SWP 484, Bottle Green
Door, SWP Bottle Green trimmed with Willow Green No. 461
Roof, Preservative Shingle Stain Dark Green, C-72

..... HELPFUL HINTS

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

There are always at least two ways to do every painting job. So why not benefit by the experience of others—come to Paint Headquarters and let us show you how to secure the finish most suited to your purpose. We often save folks much needless labor and expense.

The two most common causes of unsatisfactory painting jobs are:

1. Painting over a damp surface or a surface where moisture seeps in from the back.
2. Painting over porous surfaces without using Wall Primer and Sealer for interior walls and ceilings or neglecting to thin the paint, varnish or enamel as directed on the label for the first coat.

Remember that Paint Headquarters is even more interested than you are that you get a thoroughly

satisfactory finish. Phone or call Paint Headquarters for advice at any time.

Trying to get a smooth, porcelain-like finish by spreading an enamel with a cheap scrubby brush is just like asking a man to lather his face with a whisk broom instead of a shaving brush—it just can't be done! Paint Headquarters carries a complete line of Sherwin-Williams Brushes. They come in all shapes and sizes. There is a brush for any job you may be planning. The right brush will not only make a more beautiful finish but will make the work easier and will actually make the finish you are using GO FURTHER.

SHERWIN-WILLIAMS PAINT HEAD-
QUARTERS send you this book of sug-
gestions to indicate the kind of help

we are ready at all times to extend to any one interested in making their home and neighborhood a beautiful place to live in.



USE SWP AND HIRE
A GOOD PAINTER



STUCCO BUILDINGS NEED PAINT

Unpainted stucco takes up enormous amounts of water during every rain storm. Every one is familiar with the streaking and spotting that disfigure a beautiful stucco home—until it dries out again. Although this water may not harm the stucco where there is no freezing weather, it is certain to cause decay to the wood or metal construction supporting the stucco. And a watersoaked stucco building is both unhealthful and hard to heat.

(ABOVE)

Body, Stucco and Concrete Paint Coral Tint
Sash, SWP Ivory No. 496
Shutters, SWP Willow Green No. 461

Many people decorate their stucco homes with lime wash, water color, or cement finishes. These do look well at first but several rains soon spoil their attractiveness, and they do not waterproof the walls.

S-W Stucco and Concrete Paint keeps your stucco home beautiful because it keeps weather "where it belongs"—outside!

(BACK COVER)

Roof, Preservative Shingle Stain B-41, Sienna Brown
Body, Stucco and Concrete Paint Cream
Sash, SWP Antique Brown No. 499
Door, Oil Stain Dark Oil and Rexpar Varnish



COLOR FASHIONS FOR THE HOME
FROM PAINT HEADQUARTERS



PECKS HARDWARE

113 Main St.

PHONE 144

HORNELL, N. Y.

